Monthly lineup calendar

March 2018

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SUN	MON	TUE	WED	THU	FRI	SAT
				1 Holi	2	3
4 The 90th Annual Academy Awards 5B Tweet impressions[1]	5 HIMSS18 Annual Conference →	6 NCAA Conference Tournament → 582M Tweet impressions[1]	7	8 International Women's Day 838M Tweet impressions[1] Geneva Intl. Motor Show →	9 SXSW Festival → 197M Tweet impressions[1]	10
11 WWE Fastlane 4.6M Tweet impressions[1]	12 Arnold Palmer → Invitational 5.9M Tweet impressions[1] Enterprise Connect →	13 March Madness → 8.1B Tweet impressions[1]	14 National Pi Day 61M	15	16	17 St. Patrick's Day 17M Tweet impressions[1]
18	19 IBM Think → 475K Tweet impressions[1] Miami Open →	20	21	22	23 Ultra Music Festival → 9.6M Tweet impressions[1] National Puppy Day	24
25	26	27	28	29 MLB Season starts 53M Tweet impressions[1]	30 New York Intl. Auto Show →	31

EVENTS LENGTHS

SXSW Festival	3/9–3/18	Geneva Intl. Motor Show	3/8-3/18
Ultra Music Festival	3/23–3/25	IBM Think	3/19–3/22
		Interprise Connect	3/12–3/15
World Baseball Classic	TBD	New York Intl. Auto Show	3/30–4/8
NCAA Conference	3/6–3/11		
Arnold Palmer Invitational	3/12–3/18	Holi	3/1-3/2
March Madness	3/13–4/12		
Miami Open	3/19–3/26		

● Entertainment ● Sports ● Holidays ● Other

*Tweet impressions based on 2017 internal data